Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently amended) A method of producing a document by formatting user requested information in the document so as to include one user interactive element, to allow the user to effect a response to the information, using a sensing device for transmitting response data back to a computer system, including:

identifying an advertising space, outside an area of the document to be occupied by the information; and

printing producing the document by printing the information onto a surface, printing advertising material in the advertising space, and simultaneoulsy printing coded data for sensing by the sensing device, said coded data being indicative of an identity of the document and of the at least one interactive element.

with advertising material in the space.

2.   (Original) A method as claimed in claim 1, wherein the advertising space is determined to be on a reverse side of the document relative to the user requested information.

3.   (Original) A method as claimed in claim 1 or 2 wherein the information is formatted at a publication server of the computer system and the method includes the publication server monitoring the said area and, once the space is identified, receiving the advertising material from an advertising server, for inclusion in the document.

4.   (Cancelled)

5.   (Cancelled)

6.   (Original) A method as claimed in claim 51, which includes printing the coded data to be substantially invisible in the visible spectrum.

7.   (Original) A method as claimed in claim 41, including retaining a retrievable record of the printed document, the document being retrievable using the identity data as contained in the coded data.

8.   (Original) A method as claimed in claim 1, wherein the sensing device

includes an identification code specific to a particular user and the method includes monitoring use of the sensing device in the computer system.

9.   (Currently amended) A system for producing a document, including :

a computer system for formatting user requested information in the document so as to include at least one user interactive element, to allow the user to effect a response to the information, using a sensing device for transmitting response data back to the computer system, wherein the computer system is arranged to identify an advertising space, outside an area of the document to be occupied by the information and to effect production of the document by printing the information onto a surface, printing advertising material in the advertising space, and simultaneoulsy printing coded data for sensing by the sensing device, said coded data being indicative of an identity of the document and of the at least one interactive element.printing of the document with advertising material in said space.

10.   (Original) A system as claimed in claim 9, further including a printer adapted to print on both sides of the document, in order to print the advertising material on a reverse side of the document, relative to the user requested information.

11.   (Original) A system as claimed in claim 9, wherein the computer system includes a publication server for formatting the document and an advertising server for providing the advertising material, wherein the publication server monitors said area and receives advertising material from the advertising server, for inclusion in the document.

12.   (Cancelled)

13.   (Cancelled)

14.   (Original) A system as claimed in claim 129, wherein the coded data is substantially invisible in the visible spectrum.

15.   (Original) A system as claimed in claim 129, including a database for keeping a retrievable record of each document generated, each document being retrievable by using its identity, as included in the coded data.